

2. The method of claim 1 further comprising generating a member shopper report for the member shopper, the report including information about donations made to the at least one selected charity.
3. The method of claim 1 further comprising generating a charity report for each selected charity, the report including information about the member shoppers and member merchants that made donations to the charity.
4. The method of claim 1 further comprising transferring a monetary amount into a retirement savings plan, the transferred amount being based at least in part on the purchase amount and the merchant contribution instructions.
5. The method of claim 1 further comprising invoicing the member merchant for the donation amount.
6. The method of claim 5 further comprising generating a member merchant report to the member merchant that includes information about the amounts donated by the member merchant.
7. The method of claim 1 wherein the member shopper identifier is stored on a magnetic strip on a membership card, the member shopper identifier being readable by a scanner at the member merchant, and electronically transmittable to the database.
8. A method of donating to charity in which a member shopper recruited by one member merchant, by making a purchase at any member merchant, makes a donation to at least one charity selected by the member shopper, the method comprising
 - (a) receiving a contribution request from the member merchant, the contribution request being responsive to a purchase made by the member shopper at the member merchant and comprising a member shopper identifier, a member merchant identifier, and a purchase amount;

(b) associating the member shopper identifier with a shopper profile associated with the member shopper in a database, the shopper profile including a list of at least one charity previously selected by the member shopper;

5 (c) associating the member merchant identifier with a merchant profile associated with the member merchant in a database, the merchant profile including contribution instructions;

(d) storing data relating to the purchase in the shopper profile associated with the member shopper; and,

10 (e) transferring a donation amount to the at least one selected charity, the donation amount being determined at least in part by the purchase amount and the merchant contribution instructions.

9. The method of claim 8 wherein for the member merchant that recruited the member shopper, the method further comprises generating a recruiting merchant report that includes information about the purchases made by the member shopper.

10. The method of claim 9 further comprising generating a member shopper report for the member shopper, the report including information about donations made to the at least one selected charity.

20 11. The method of claim 9 further comprising generating a charity report for each selected charity, the report including information about the member shoppers and member merchants that made donations to the charity.

12. The method of claim 9 further comprising transferring a monetary amount into a retirement savings plan, the transferred amount being based at least in part on the purchase amount and the merchant contribution instructions.

25 13. The method of claim 9 further comprising invoicing the member merchant for the donation amount.

14. The method of claim 13 further comprising generating a member merchant report to the member merchant that includes information about the amounts donated by the member merchant.
- 5 15. The method of claim 9 wherein the member shopper identifier is stored on a magnetic strip on a membership card, the member shopper identifier being readable by a scanner at the member merchant, and electronically transmittable to the database.
- 10 16. A method of contributing a portion of a purchase made by a member shopper at a member merchant, to a target of a member shopper's choice, the method comprising
- 15 (a) receiving a contribution request from the member merchant, the contribution request being responsive to a purchase made by the member shopper at the member merchant and comprising a member shopper identifier, a member merchant identifier, and a purchase amount;
- 20 (b) associating the member shopper identifier with a shopper profile associated with the member shopper in a database, the shopper profile including a list of at least one target previously selected by the member shopper;
- (c) associating the member merchant identifier with a merchant profile associated with the member merchant in a database, the merchant profile including contribution instructions;
- 25 (d) storing data relating to the purchase in the shopper profile associated with the member shopper; and,
- (e) transferring a contribution amount to the at least one selected target, the contribution amount determined at least in part by the purchase amount and the merchant contribution instructions.

17. The method of claim 16 wherein the at least one selected target is a charity.
18. The method of claim 16 wherein the at least one selected target is a retirement savings plan.
19. The method of claim 17 wherein for the member merchant that recruited the member shopper, the method further comprises generating a recruiting merchant report that includes information about the purchases made by the member shopper.
20. The method of claim 17 further comprising generating a member shopper report for the member shopper, the report including information about contributions made to the at least one selected charity.
21. The method of claim 17 further comprising generating a charity report for each selected charity, the report including information about the member shoppers and member merchants that made contributions to the charity.
22. The method of claim 17 further comprising invoicing the member merchant for the donation amount.
23. The method of claim 22 further comprising generating a member merchant report to the member merchant that includes information about the amounts donated by the member merchant.
24. The method of claim 17 wherein the member shopper identifier is stored on a magnetic strip on a membership card, the member shopper identifier being readable by a scanner at the member merchant, and electronically transmittable to the database.